



GTA Heart Map Challenge

Did you know:

In the event of a cardiac arrest, survival increases from 10% to 50% if an automated external defibrillator (AED) is used?

Did you know:

There are about 20,000 AEDs in Toronto. Fewer than 10% are registered.

Do you know:

Where the closest AED is to you right now?

Our mission: we will run a GTA wide scavenger hunt, called the GTA Heart Map Challenge, to find every AED in the Greater Toronto Area.

Press Release:



Press Release

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“GTA Heart Map Challenge”: PARTICIPANTS ASKED TO FIND AUTOMATED EXTERNAL DEFIBRILLATORS (AEDs) FOR A CHANCE TO HELP SAVE LIVES.

Toronto, ON – In collaboration with Canadian Red Cross, Peel Paramedic Association, Hearts in Rhythm Organization (HiRO), CARE/C-SCAN, Peel Regional Paramedic Services, and The PulsePoint Foundation, we announce the launch of the GTA Heart Map Challenge. Mayor John Tory supports this initiative.

Automated External Defibrillators save lives if used immediately in cases of cardiac arrest in a public place. Every year, there are 700 or more cardiac arrests that occur in public locations in the GTA; only 10% survive, but if an AED is used, greater than 50% can survive. There are an estimated 20,000 AEDs in the GTA but very few are registered, and we are not sure where they are located. The Heart Map Challenge will lead to the discovery of many AEDs and the creation of a map/registry for public and EMS use.

Participants register on the Heart Map Challenge website as individuals or as teams. They then locate and submit photos of AEDs by using the PulsePoint AED app on their smart phone.

The contest will run from March 1 to March 31, 2020 and the top three teams who find the most AEDs in the Greater Toronto Area or Toronto & Peel Region will each receive a cash prize, from \$2,000-\$5,000. Additional prizes will be awarded to teams that find a minimum of 10 AEDs.

“We know AED’s are everywhere, but we don’t know where exactly. We have had 600 cardiac arrests in Peel over a 3 year period within 250m meters of an AED. However, at the time, these AED’s were not registered, and subsequently not used. An accurate registry will enable us to connect lay responders to the closest AED when it’s needed most” said Paul Snobelen, Community Programs Specialist with Peel Regional Paramedic Services. “This contest to locate AED’s will save someone’s life, guaranteed”

"Good quality CPR combined with AED while activating Emergency services dramatically increases the chance of survival" – Canadian Red Cross.

The PulsePoint AED app is available for free download from the iTunes Store and Google Play. For more information about the contest, please visit www.gtaheartmapchallenge.com

Patient Stories:

Gregg Lowe: *Near the finish line of the Scotiabank Marathon in October 2016, my heart stopped. An AED saved **MY** life. It can save yours.*



Caitlin Cybulksi: *It was an ordinary day. I was at a registration table at Humber College just last year. Then my heart stopped. An AED saved **MY** life. It can save yours.*



Larry Telfer: *I left a baseball game. I was running to catch a train and my heart stopped. An AED saved **MY** life. It can save yours.*



Project Outline:

2020 GTA Heart Map Challenge

Hosted By: Peel Paramedic Association; and a committee led by a group of volunteers and academics at University of Toronto.

In partnership with Peel EMS, Canadian Red Cross, Hearts in Rhythm Organization, CARE/C-SCAN, and PulsePoint Foundation. Mayor John Tory supports this initiative.

Background

Automatic external defibrillators (AEDs) save lives. In the Greater Toronto, there are more than 700 sudden cardiac arrests (SCA) per year (2 per day) in a public place. The only treatment is a life-saving electrical shock from a defibrillator. By the time a 911 call is made, and paramedics are able to reach the patient, it is often too late. Time is of the essence. The survival rate of patients with an out of hospital SCA, even with superb paramedic treatment, is about 10-15%.

A bystander using an AED, if it is applied within a few minutes, can increase the victim's chance of survival to more than 50%. Unfortunately, AEDs are seldom used, not only because there are not enough of them, but often because bystanders do not know where they are, cannot find them, or they are not easily accessible.

Having a complete **registry** of all AEDs in Toronto would be a large step to improving how often people use them. Such a registry would be available to 911 dispatch operators, who could instruct callers where the nearest AED is. There are also several smart phone apps available that would allow bystanders to find and locate AEDs in case of an emergency.

Although there are an estimated 20,000 AEDs in the city of Toronto (GTA), only about 1,500 are currently registered. While there are several reasons why so many AEDs are not registered, the information required to register an AED can be readily obtained. Registration simply requires an accurate description of the precise location of a given AED, the hours of access, and a photograph, which could then be uploaded to a central data repository, available to the public and to 911 EMS dispatch.

In some jurisdictions, for example the province of Manitoba, AEDs must be registered by law. In other places, such as New Zealand, there are widespread community initiatives leading to an operational crowd-sourced AED registry.

Another initiative, which has been effectively used in Seattle and other North American cities, is an "AED Scavenger Hunt." This involves a widely advertised competition, whereby individuals or teams of individuals photograph as many AEDs as they can find, as well as providing a text description of the precise location of the defibrillator, and the hours of access, using a dedicated smartphone application. The team that identifies the largest number of defibrillators wins a cash prize.

We will leverage the experience of past AED Scavenger Hunt organizers in Seattle, Philadelphia, and New Zealand to guide us in the process of organizing and advertising the contest.

Objective

Our objective is to organize a contest, called "**2020 GTA Heart Map Challenge**" to crowd source the registration of 5000+ AEDs in the Greater Toronto Area during the month of March 2020.

Technology

PulsePoint has agreed for us to use their mobile application for contestants to register each AED during the Heart Map Challenge. They will provide assistance with marketing by way of promotional material (flyers, videos, banners).

Significance

The picture(s) of the AED, text description, and GPS location for each AED registered will be stored in a secure, central repository. After completion of the scavenger hunt, we will then collaborate with EMS dispatch to format the AED registry such that they are able to use it to direct 911 callers to the nearest AED in the event of a cardiac arrest. Through this process, we have the opportunity to drastically increase AED utilization, and by extension, out-of-hospital cardiac arrest survival in the Greater Toronto Area.

Time Frame

The AED Scavenger Hunt will be organized in March 2020. It will be advertised throughout Heart month (February 2020) and will commence on March 1st 2020. The competition will close on March 31st 2020.

Prizes

The Grand Prize of \$5,000 will be awarded to the group/individual that finds the highest number of AEDs during the competition. The runner up will receive \$3,000 and the second runner up will receive \$2,000. In addition, there will be prizes awarded to teams that locate a minimum of 10 AEDs.

Potential Tweets:

- When was the last time you saw an AED in a public place?
- If you thought an AED could help someone in distress, how would you find one?
- Did you know that using an AED increases survival from cardiac arrest by more than three-fold?
- Do you have an AED in your workplace?
- Can an AED cause harm? The answer is NO

www.gtaheartmapchallenge.com

Email: gtaheartmapchallenge@gmail.com

Thank you,



**GTA Heart
Map Challenge**